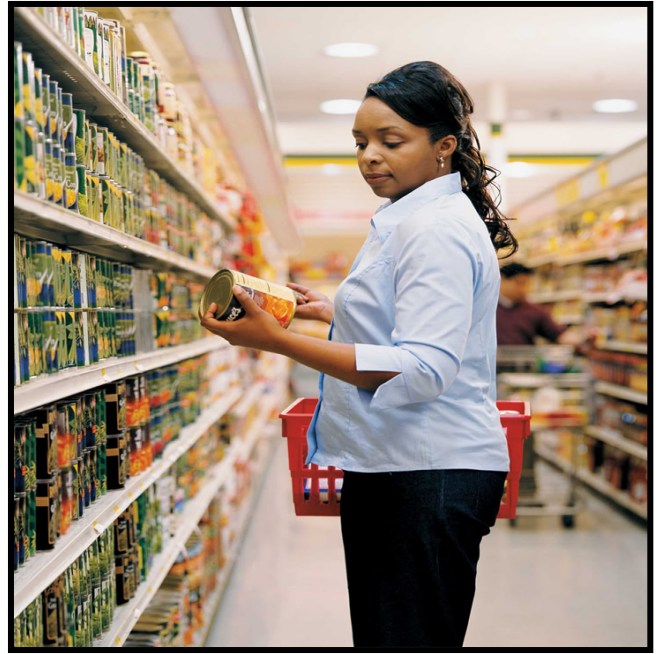


Food Stamp Outreach Toolkit



Food Stamps Make America Stronger. 



For Retail
Stores

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Please refer to www.fns.usda.gov/fsp/outreach/default.htm for the latest program statistics and updates.

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Message to Retailers

Dear Retailer,

The Food Stamp Program (FSP) is an investment in our future. It ensures access to nutritious foods, supports work, and provides economic benefits to communities. However, too many low-income people who are eligible for the program do not participate. Currently, only 60 percent of eligible people access the benefits they need. Nonparticipants forgo nutrition assistance that could stretch their food dollars at the grocery store. Their communities forfeit the benefits provided by new food stamp dollars flowing into local economies.

This is the third toolkit in a series developed by FNS. This toolkit is specially designed for use by retailers of any size, whether chain or independent stores, to increase the nutrition of low-income Americans, decrease food insecurity, and foster partnerships between State, local, faith-based, and business partners through FSP outreach. It contains the tools you need to establish stronger ties to your community, cultivate longlasting customer loyalty, tap into previously underrepresented market bases, and increase revenue, all through food stamp outreach.

As a retailer, you and your employees interact with food stamp customers daily. You are one of the most important partners in delivering positive messages about the nutrition benefits of the FSP. This toolkit provides examples of how other retailers have helped their customers access the FSP. Promoting the FSP is good for business, too, as increased FSP participation allows customers to increase their food purchases. Retailers across the Nation have already begun reaching out to their customers. Some have organized food stamp eligibility prescreening events, while others have hosted cooking demonstrations or food stamp application drives, in many cases with the assistance of local partners like food banks and advocacy groups. These events have led to increased FSP participation and customer interest in these retailers. Best practices and ideas on how your store can achieve similar success are included in this toolkit. We are confident that you will be able to replicate the examples provided here with a minimal cost and time commitment.

If you are not yet authorized to accept food stamps, please visit www.fns.usda.gov/fsp/retailers/retailer_app/default.htm or call (877) 823-4369 to request an application.

Again, thank you for your interest.

Clarence H. Carter
Deputy Administrator for the Food Stamp Program
U.S. Department of Agriculture, Food and Nutrition Service

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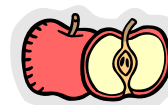
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